BUILDING STRONG FAMILIES
IN MADISON COUNTY

OUR FOCUS
Family and Consumer Sciences (FCS) Extension is committed to improving the health and well-being of individuals and families throughout Kentucky. Our educational programs focus on making healthy lifestyle choices, nurturing families, embracing life as we age, securing financial stability, promoting healthy homes and communities, accessing nutritious food, and empowering community leaders.

OUR SUCCESS
In 2016-2017, Cooperative Extension made 161,682 contacts with individuals and families in Madison County.¹

Gina Noe
County Extension Agent, Family and Consumer Sciences Education

A HEALTHIER KENTUCKY
Making healthy lifestyle choices

Easy access to unhealthy foods, increased stress, and limited opportunities for physical activity all create challenges and barriers for Kentucky families in making healthy lifestyle choices. Family and Consumer Sciences (FCS) Extension programming through the University of Kentucky teaches families to improve health and well-being by choosing a nutritious diet, increasing health literacy to help prevent chronic diseases, or participating in regular physical activity. Our goal is to equip citizens with the knowledge, resources, and an environment where the healthy choice is the easy choice.

Number of farmers market locations by Kentucky county²

<table>
<thead>
<tr>
<th>Number of Locations</th>
<th>Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>77</td>
</tr>
<tr>
<td>1-2</td>
<td>73</td>
</tr>
<tr>
<td>3-4</td>
<td>34</td>
</tr>
<tr>
<td>5-7</td>
<td>4</td>
</tr>
<tr>
<td>8+</td>
<td>2</td>
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</tbody>
</table>

¹74 Counties
**Our County**

- Madison County had 8 supermarkets and other grocery stores and 50 convenience stores or gas stations with convenience stores in 2015.1
- According to Map the Meal Gap in 2015, an estimated 13,510 individuals were food insecure in Madison County.4
- Only 12.3% (20.2%-7.2%) of adults in Madison County consumed five or more servings of fruits and vegetables per day between 2013-2015.5

**Results**

- 740 individuals reported eating more healthy foods.1
- 165 individuals prepared more healthy home-cooked meals.1
- 134 individuals used delivery systems/access points that supply healthy foods such as farmers markets, WIC*, and food pantries.1

**Physical Environment**

- According to the CDC’s County Diabetes Atlas, 32.2% (36.6%-27.7%) of adults 18 years and over in Madison County were obese between 2012 and 2014.6
- The Diabetes Atlas also reports that between 2012 and 2014, 27.6% (31.8%-23.1%) of adults in Madison County reported no leisure-time exercise in the past month.6
- There were 10 fitness and recreation businesses in Madison County in 2015.3

**Financial Environment**

- The median household income in Madison County was $46,342 ($50,182-$42,502) in 2015.8
- In Madison County, 1,766 was the average monthly number of infants and children assisted by WIC* in 2013.9
- In 2015, there were 11,882 SNAP/food stamp recipients.10
- 11.4% (+/−2.0%) of people age 65 and over were below poverty between 2011-201511 and 18.1% (22.6%-13.6%) of children ages 5-17 in families were below poverty in 2015.9
- Between 2011 and 2015, 4.3% (+/−1.1%) of full-time/full-year workers were below poverty.11

**Sources:**

1. Kentucky Cooperative Extension Reporting, FY 2017
3. U.S. Census Bureau, 2015 County Business Patterns. (factfinder.census.gov)
4. Map the Meal Gap 2017. (map.feedingamerica.org)
5. Kentucky Health Facts. (www.kentuckyhealthfacts.org)
9. Kids Count Data Center. ([datacenter.kidscount.org](http://datacenter.kidscount.org))
11. 2015 American Community Survey 5-Year Estimates, U.S. Census Bureau ([factfinder.census.gov](http://factfinder.census.gov))
12. Margin of error: (+/−16%-24%)

* WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk."